

## **PSAHPERD On-Line Services Guidelines, Procedures and Protocols**

**PSAHPERD on-line services advocate four roles:**

- 1. Offering information and services to our members.**
  - Provide opportunities for members' professional growth and development.
  - Disseminate professional guidelines, standards, and ethics.
  - Engage members to mobilize on behalf of the mission and goals.
  
- 2. Providing organizational information specific to PSAHPERD structure and function.**
  - Constitution
  - ASP
  - Structure
  - Operating Codes
  - Policy Statements
  - Procedures / Protocol and Guidelines for events and projects
  - Forms (Awards, nominations, etc.)
  - Executive Committee Roster
  
- 3. Marketing and advocating our mission(s) to the public.**
  - Inform policymakers and the media about legislation and other policies that advance the mission(s).
  - Provide legislators and reporters with policy resources.
  - Deliver grassroots support to enact legislation and policies that promote the mission(s) of PSAHPERD and its divisions.
  
- 4. Marketing the organization to the public.**
  - Promote public understanding and build awareness of PSAHPERD and its divisions.
  - Demonstrate the value of membership.
  - Recruit potential members to join the organization.

## CONTENT GUIDELINES

### A. Content shall:

1. Be consistent with the mission and goals of PSAHPERD.
2. Must be supported by a creditable source.
3. Must adhere to the PSAHPERD Social Justice Policy as stated in the Constitution (Article II Mission and Goals Section 3).
4. Reserve the right to retract or deny postings regardless of prior approvals.
5. Employ industry standards for web writing.
6. Be timely; updated regularly.
7. Be credible and accurate.
8. Speak to appropriate audiences, both public and membership.

### B. Content Submission

1. Content is submitted to the web master electronically, as a text or pdf file.
2. Provide the following information with new content.
  - o Location (indicate place in the site map).
  - o Links (internal).
  - o Links (external) (identify URLs).
  - o Shelf-life and recurrence.
3. No formatting is necessary if the document will be placed as an HTML page.
4. Documents to be placed as a PDF file should be formatted. Include identification of issuing association or structure.
5. Submit any graphic images that will accompany the content in jpeg or gif format.

### C. Quality Control

1. Content is subject to quality control provisions following the "Content Guidelines."
2. Content is reviewed by the web master, and if requested by the webmaster, the technology committee and executive board before posting.

### D. Content Policies - General

1. Material developed for the web shall comply with PSAHPERD policies (e.g., policies such as promotion of alcohol, tobacco and the use of fire arms not allowed.)
2. Copyrighted material from external sources must indicate reprint permission.
3. Photo credits should be indicated as required, accompanied with release form.
4. Bylines are not used for content written by staff.
5. Links should not conflict with the mission of PSAHPERD and should be reviewed for professionalism.
6. No salable material should be posted; abstracts may be used.
7. Identify membership requirements (members only) where necessary.

8. Online newsletters must be current. The shelf life should not exceed 1 year; seasonal editions are recommended for Journal and Newsletters.
9. A privacy policy is posted for users. The policy provides information to members and visitors about PSAHPERD use of personal information that may be collected through information collection, registration, online orders, cookies, log files, sharing, links, and surveys.
10. Leadership rosters will include restricted contact information and may include name, institution, city / state, and email address.
11. Paid advertising policies clarify distinctions between independent editorial content and paid promotional information.

#### **E. Advertising Policies**

##### **(Policy for Web, Listserv, Journal and Convention packets)**

1. PSAHPERD's advertising policies and fees should be clearly noted on a disclosure page.
2. All online pages should clearly distinguish between editorial and advertising or sponsored content. Special advertising or "advertorial" features will be labeled as such.
3. PSAHPERD's name or logo may not be used in a way that suggests editorial endorsement of an advertiser.
4. PSAHPERD's is not responsible for any claims made by any advertisers on the PSAHPERD website, false or otherwise.
5. While advertisements may contain links to other web sites, PSAHPERD does not specifically endorse the content of third party sites.
6. Advertising will not appear on the PSAHPERD homepage. PSAHPERD reserves the right to promote its own programs, products, services, and events on the homepage.
7. The total advertisement space may be limited at the discretion of the Executive Board.
8. The download time (and thus byte size) for advertisements will be limited at the discretion of the webmaster.
9. The nature of the commercial entity's goods or services must be consistent with the nature and scope of the webpage.

#### **F. Content Placement**

1. Maintain consistent placement of information types.
2. Content placement is based on a prescribed site map developed and approved by PSAHPERD.

#### **G. Navigation**

1. A navigation template drives content organization and order.
2. Click on menus from the generic navigation templates offer individualization.
3. Employ user-friendly navigation techniques.